

Notice for Placement

Till what date the candidate can apply? Wednesday, 13th July 2016

Job opportunity for: Marketing & Sales

Company Name: Bharati Bhawan (Publishers and Distributors)

Company Website: <http://www.bharatibhawan.in>

Position: Product Executive Trainee & Sales Officer Trainee

Work Location: Mumbai, Ahmedabad, Hyderabad, Bangalore, Kolkata, Delhi, Chennai, Bhubaneswar

Company Background / About Company: Leading Publishing house (Estd in 1943) into publishing of books for ICSE, CBSE and respective state Boards across India.

Job Profile / Responsibilities: As per JD attached

Key Skills: Corporate & Institutional Sales, Marketing (Product Management)

Required Qualification: Graduate with diploma in Marketing and Sales

Experience: 0-1 year (Also looking for people with 2-3years of experience in Sales & Product Management)

Other / Special Requirements:

Remuneration: INR 2.4 Lakhs p.a + incentives and daily allowances

Interested Candidates can send their resume on below mention email id at the earliest:-

Contact Person: - Kalpana Shukla/ Mr Raja Bhattacharya

Email id: kalpanashukla@goodpeopleconsulting.co.in

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Contact no: 9819616795/ 9930586794



Job Description: Product Executive Trainee

Job Title	Product Executive Trainee	Age	Not above 24 years
Department	Marketing	Experience	1 year or less
Reports to	Product/Marketing Manager	Qualification	Graduate

Principal accountabilities, duties and responsibilities

- To contribute to the development of promotion material, marketing collaterals and other marketing tools for effective use by the field sales force and in various marketing efforts, including digital.
- To undertake product briefing/presentation to sales team and in schools and colleges on regular basis
- To organize and conduct workshops in schools, colleges and other institutions and track the outcomes
- To build and maintain various databases on regular basis
- To interact with colleagues in various departments to ensure timely availability of the main and supplementary products
- To assist in preparing necessary content for catalogs, price lists, brochures, e-brochures etc.
- To do title mapping vis-à-vis syllabi and competition
- To work with key magazines, journals & newspapers to get the books reviewed
- To track market research information by collecting, analyzing, and summarizing data



Job Description: Sales Officer/Senior Sales Officer

Job Title	Sales Officer Trainee		
Department	Sales	Division	Sales
Reports to (title, not name)	Field Manager	Qualification	Graduate/MBA
Experience for	Fresher or one year in sales	Age	Not above 26 years

Purpose of the Job

To increase the market share of Bharati Bhawan in various segments, by growing sales and to ensure achievement of assigned collection targets & to effectively manage the assigned territory.

Principal Accountabilities

- To generate revenue for the company by achieving the assigned target.
- To explore new avenues of business growth.
- To ensure regular and timely collection from the trade
- To build long term relationship with the customers by working closely with the teachers, institutions and trade
- To improve company's brand image by following the ethical standards set by BBPD.

Main duties and responsibilities

- To promote the products to institutes across the assigned area
- To regularly follow up for business conversion
- To ensure timely collection from the Trade
- To prepare sales road-maps for the complete product basket in each market segment
- To follow and achieve individual sales and collection target
- To continuously identify new business opportunities and strive to convert them into sales
- To regularly provide reports in the assigned matrix about the progress to reporting manager
- To provide accurate forecasts in consultation with your manager for correct inventory requirements
- To use marketing tools for increasing productivity

WANTED

Product Management Trainees

For Leading Publishing House

HAVE YOU JUST APPEARED FOR YOUR GRADUATION FINAL YEAR EXAMS & WONDERING ABOUT YOUR FUTURE CAREER??

ARE YOU PASSIONATE ABOUT MARKETING & PRODUCT MANAGEMENT, LOVE MEETING NEW PEOPLE, MAINTAINING RELATIONS & PRODUCING RESULTS??

If Yes,

Apply Now: To our Research Associate, **Kalpna Shukla** at kalpanashukla@goodpeopleconsulting.co.in



Product Management Framework

Plan and implement the launch process, activities and event.

Generate, source, rank a wide variety of ideas and business problems.

Plan external messaging about the value of the product to the market, and articulate product differentiation.

Select and validate ideas that have value in the market place and will survive against external market conditions.

Work closely with the development team to check that the build outcomes meet the market's requirements.

Turn the idea into a concept and evaluate the internal factors that may affect the concept.

Analyse, define and design the product and consider alternate solutions.

Engage deeply with customers to deliver an effective solution that solves the target market's problem.

WHO? A leading publishing house (since 1943) into publishing of books for ICSE, CBSE & respective State Boards across India.

WHAT & WHY?

Product Executive Trainee.

Contribute to development of Promo material, marketing collaterals & other tools to be used by the field force. Undertake Product briefing to Sales team. Organize & conduct workshops in schools, colleges, etc. Assist in preparing catalogues, brochures, etc.

**Salary up to 2.5L +
Performance based Incentives**

LOCATIONS:

**MUMBAI, CHENNAI,
HYDERABAD, BANGALORE,
KOLKATA**